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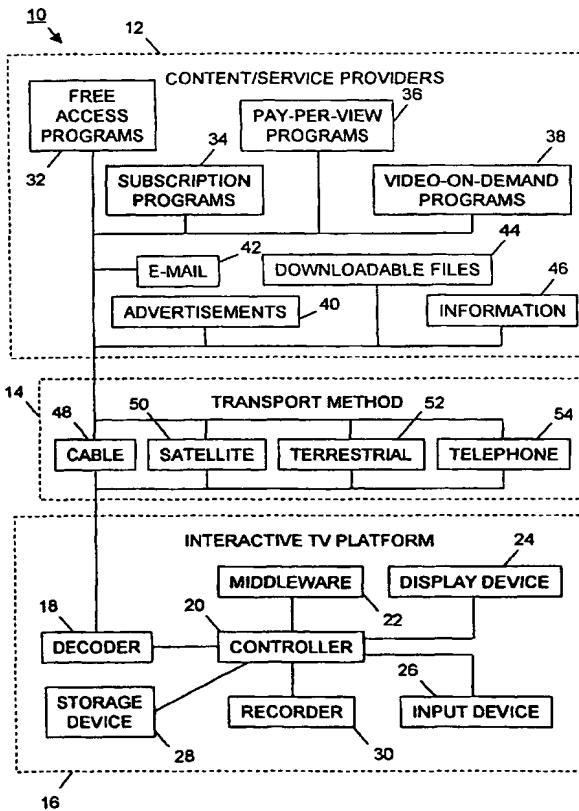
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(54) Title: METHOD FOR CONCURRENTLY PRESENTING MULTIPLE CONTENT TYPES IN A TV PLATFORM



(57) Abstract: A first content is received and presented to a user on a television (TV) platform (16). A second content is also received and presented concurrently to the user. In an interactive TV platform (16), a user selects the second content. In one aspect, the first content is advertising content (40) and the second content is information content (46), electronic mail content (42), downloadable file content (44), or program content (32, 34, 36, 38). In another aspect, the first content is program content (32, 34, 36, 38) and the second content is one of information content (46), electronic mail content (42), advertising content (40), and downloadable file content (44).